

The Ultimate

Blog Post Promotion Checklist

Create Social Media Images

- Facebook (1200 x 627)
- Twitter (440 x 220)
- Instagram (1080 x 1080)
- Pinterest (236 width)
- LinkedIn Publisher Post (700 x 400)

Set Up Tracking

- Create UTM URLs for all social channels
- Create bitlinks using those UTM URLs (Except Pinterest)
- Add links into Blog Content spreadsheet

Craft Social Media Headlines

- Check headlines using [Headline Analyzer](#)
- Short form
- Long Form

Pin Image on Pinterest

- Optimize description
- Schedule Pins to all group boards
- Update the source link of all Pins to your UTM URL for Pinterest

Google Plus

- Post link to blog post on Google Plus
- Share in relevant communities
- Include at least 3 hashtags

Facebook

- Post natively on Facebook page
- Pin post to top of Facebook Page
- Share Facebook page post in Facebook groups

Add blog post to content recycler

- Twitter
- LinkedIn
- Facebook

Instagram

- Post Instagram image w/ optimized description
- Publish with 5 or 6 hashtags in description
- Leave the other 24-25 hashtags in the comments section

Schedule Future Promotions

- Twitter: 5x per day for first 3 days, 3x per day for the following 7 days
- @Mention influencers and people who are referenced in your blog post
- Facebook: 3 or 4 posts over the next two weeks
- LinkedIn: 2 or 3 posts over next week
- Create email message for blog subscribers

Maintenance

- Monitor your bitlinks to see how they are performing
- Re-tweet and favorite anyone who shares your blog post
- Add your engaged sharers to a Twitter list

In 1 month, syndicate content

- LinkedIn Publisher
- Medium
- Facebook Notes

In 3 months, update Blog Content spreadsheet

- Track bit.ly clicks
- Social shares / engagement

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Blog Post Promotion Checklist Bonus Points Section!

Schedule Twitter Mentions

- Create Tweet Template w/ link to your blog: "hey, you might like this post I wrote about #X..."
- @ Mention people who use your topic hashtag with this tweet
- Schedule these tweets out over 2-3 weeks

Promote Post Using on Platforms Other than Social Media

- Industry Specific boards or forums
- General Discussion boards or forums
- Submit to blogging communities

Repurpose Content

- Turn it into a Slideshare
- Present the Slideshare at a Meetup or live event
- Record the live event presentation and share it on Youtube
- Embed the Youtube video in your blog post
- Live stream on your blog post topic

Find People You Can Help with Your Blog Post

- Check Facebook Groups
- Answer Quora questions
- Check LinkedIn Groups
- Respond to questions on other blogs similar to your own
- Attend a Twitter Chat

Find People Who Can Help You with Your Blog Post

- Create a Kiwi campaign and invite people to participate
- Message Influencers and people you've linked to in your blog post
- Guest blog on a similar blog and link back to your own blog post

